



Export News

U.S. EXPORT ASSISTANCE CENTER
HOUSTON, TEXAS

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www.buyusa.gov/houston

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WHO WE ARE ...

The Houston U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information, visit www.export.gov/cs.

LOCAL COMPANIES AWARDED FOR EXPORT ACHIEVEMENT



HUMBLE INSTRUMENTS & SERVICES
Congressman Ted Poe (center) presented Linda and Dan Jarvie of Humble Instruments & Services Inc. with Export Achievement Certificate. Humble's Geochemical Services Division, a provider of analytical and interpretive services in organic geochemistry for the oil and gas industry, has benefited from the export assistance of the U.S. Commercial Service in Houston and Nigeria. Utilizing export counseling and the NUSA program that provides credit and financial information on potential Nigerian partners for U.S. companies, Humble collaborated with a Nigerian company to open a laboratory equipped with Humble's products in Nigeria.

KATHY DALLAS COSMETICS CORP.

Kathy Dallas Cosmetics Corporation, represented by Juanita and Ray Hewitt, received an Export Achievement Certificate from Paul Dickerson, Chief of Staff, U.S. Commercial Service, Washington, DC. Kathy Dallas, a long time client of the Commercial Service-Houston,



is a manufacturer of Aloe Vera-based skin, hair and body care products as well as a beverage. They distribute to over 15,000 in the US and export to over 30 countries.

ESSENTIALS OF U.S. EXPORT CONTROLS

Wyndham Greenspoint North Houston
April 18-19

As regulations change and enforcement efforts strengthen, U.S. exporters must stay current on export controls issues. This two-day program is hosted by US Department of Commerce Commercial Service and Bureau of Industry and Security as well as the Houston District Export Council. Day 1 is devoted to the **Essentials of Export Controls**, an in-depth examination of Export Administration Regulations. On Day 2, the morning will cover **How to Classify Your Item** and in the afternoon the topic is **Intermediate Deemed Exports**. Cost: \$306. To register online go to at <http://www.acteva.com/booking.cfm?aID=105131>.

TEXAS TOP EXPORTING STATE AGAIN !!!

Texas is once again the top exporting state in 2005 – for the fourth year in a row! In 2005, Texas exports totaled \$128,761,036,151.00.

For more details go to: <http://www.wisertrade.org/home/data/export/mass/strank.html>.

**AMBASSADOR AGUIRRE TO SPEAK AT EXPORT EXCELLENCE AWARDS - MAY 18**

This year, the awards ceremony will feature a special guest, Eduardo Aguirre, U.S. Ambassador to Spain. As with last year's inaugural luncheon, Houston companies will be presented with awards for their outstanding support of international trade to the Houston business community. The awards are sponsored by the Houston District Export Council in cooperation with the Houston Airport System and the Port of Houston Authority. For more information on the awards or presentation ceremony, please contact Nya Igambi at nyamusi.igambi@mail.doc.gov or 281 449 9423.

WORLD EXPO SHANGHAI 2010 E-NEWSLETTER

CS China has released the fourth issue of the *World Expo Shanghai 2010 E-Newsletter*, which is distributed free of charge to subscribers via email bi-monthly and also posted on CS China's website at: <http://www.buyusa.gov/china/en/>. The newsletter highlights Expo-related information for U.S. exporters by providing a summary of the most recent news about the World Expo 2010. The publication seeks to assist exporters with identifying business opportunities in conjunction with this large-scale, international event. If you would like more information or have any questions, please contact our office.

HOW CHOICE OF INCOTERMS AFFECTS REVENUE RECOGNITION

Most U.S. export and import pros use *Incoterms 2000* in their international sales and purchase contracts for tangible goods. There is also a growing trend toward using Incoterms for domestic purchase and sales contracts. There are obvious advantages in using a single set of shipment-delivery terms for all activities regardless of the direction they take: import, export, and domestic. How does your choice of Incoterms affect the all-important question of revenue recognition? What do Incoterms have to say (or not say) regarding delivery and ownership transfer—the key criteria for revenue recognition? See <http://www.buyusa.gov/southcarolina/currenttradeissues.html> to read this entire article written by Frank Reynolds. Reprinted with permission from March 2006 Edition of IOMA's "Managing Exports & Imports."

MARKET OF THE MONTH: BRAZIL

Size and opportunity are what characterize Brazil as such an important market. Brazil's 182 million people make it the 5th largest country in the world and its \$605 billion GDP makes it the 12th largest market in the world. The country's diverse and sophisticated economy offers opportunities for U.S. businesses across the entire spectrum of industries, and U.S. products and services are popular and viewed as high quality, particularly in areas of high technology. The United States is Brazil's largest trading partner. From January – November 2005, Brazil imported \$13.8 billion worth of U.S. goods. While this economy continues to develop, know the name of the game for success in Brazil: do your homework and put in the time & energy to identify partners. For more information go to: <http://www.export.gov>.

**JAPAN NOTIFIES WTO OF AMENDMENT TO RECYCLING LAWS**

Japan has submitted notification of an amendment to its *Law for the Promotion of Effective Utilization of Resources*. **PCs, television sets, and certain home appliances will be subject to management, labeling, and information provision requirements for six specific chemical substances.** The amendment is scheduled to go into force July 1, 2006. For a U.S. National Institute of Standards and Technology (NIST) summary of the notification, please see [http://tsapps.nist.gov/notifyus/docs/wto_country/JPN/full_text/pdf/JPN156\(english\).pdf](http://tsapps.nist.gov/notifyus/docs/wto_country/JPN/full_text/pdf/JPN156(english).pdf).

TRADE LEADS

For information on the below leads and more, please see http://www.export.gov/eac/trade_leads.asp.

QATAR: CONSTRUCTION CHEMICALS & BUILDING PRODUCTS

Leading importer seeks new product lines

TRADE EVENTS**ELCOM 2006 (ELECTRICAL POWER EQUIP)**

Kiev, Ukraine

April 10-13

CS Kiev is sponsoring a U.S. Product Literature Center at this industrial electrical engineering show where 12,000 industry professionals are expected to attend. Cost \$250. Deadline March 14. For details, contact Victoria Sergeeva at Victoria.Sergeeva@mail.doc.gov.

UPCOMING WEBINARS

To register for these online events, please contact our office.

EXPORTING 101: SHIPPING TO CANADA SIMPLIFIED

March 18, 9:30 - 11 am

CS Halifax, Canada in cooperation with Livingston International will cover:

- Canadian Customs Clearance
- Non-resident Importer Program
- Basics of Canadian Customs Duties and Goods & Services Taxes
- Documentation

Cost \$40.



OPPORTUNITIES IN CHINA

March 20, 1:00 pm

Learn strategies and methods for American manufacturing and services exports to China. The program is well-suited for new-to-market companies who want to be part of China's rapid economic growth. Cost free.

Doing Business with Israel

April 27

Israel is a thriving, transparent, democratic market with high-tech trade opportunities. Cosponsored by CS Houston, the University of Houston's Small Business Development Center and the Government of Israel's Economic Office, this seminar will provide guidance on how to successfully do business with Israel. An Israeli government official will be a featured speaker, and Mr. Ronald Soriano, senior commercial officer of the Commercial Section of the U.S. Embassy in Tel-Aviv will participate live via videoconference. The event will begin at 8:30am and cost \$50. For details, please contact Alan Richel at alan.richel@mail.doc.gov or 281-449-9417.

SECRETARY GUTIERREZ TO BE KEYNOTE SPEAKER AT HOUSTON CAFTA CONFERENCE

APRIL 20-21

Co-sponsored by the Greater Houston Partnership, Houston Hispanic Chamber of Commerce, UH Small Business Development Center and Houston USEAC, this two-day event will cover business opportunities, building distribution networks, insurance, and transaction/project finance. The conference will feature the Commercial Service SCOs from the region. Pre-scheduled business to business and agency meetings will be available. For more details, please contact the GHP at 713 844 3636 or our office.

China Risk, Reward & How to Win

Houston
May 15-17

The U.S. Commercial Service is pleased to present this premier conference for American business people serious about taking advantage of developing the market in China. This conference will provide you the tools, marketing intelligence and resources you need to thrive in China, from Shanghai to Hong Kong. Private counseling sessions available with speakers. For details, see <http://www.buyusa.gov/chinabizconference/programhouston.html>.

Marketing Partnership Opportunities Available

Are you looking for a way to leverage your marketing and client development resources to reach clients with a significant interest in China? The Commercial Service can help showcase your firm's services or products in a unique marketing promotion opportunity. Corporate tables are also available. Please contact Duaine Priestley or Ellen Lenny-Pessagno at 281-449-9402.

CITY OF HOUSTON MISSION TO INDIA

June 10-17

This week-long mission to New Delhi and Mumbai will include high-level Indian government meetings, one-on-one business meetings, networking luncheons and receptions and an in-country briefing by the U.S. Embassy. For details, contact Maria Velasquez mvelasquez@houston.org or (713) 844-3661.

USEFUL WEBSITES

INTELLECTUAL PROPERTY

The U.S. Department of State has an excellent on-line publication on Intellectual Property. See <http://www.usinfo.state.gov/products/pubs/intelprp/>. For other IPR related resources, please visit the U.S. Dept. of Commerce site, <http://www.stopfakes.gov>.

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ENERGY NEWS AND EVENTS

NEWS

ENERGY E-MARKET EXPRESS

Obtain recently released market research and a list of upcoming trade events by signing up at <http://www.buyusa.gov/eme/ENERGY.HTML>.

NOMADS: NATIONAL OIL EQUIPMENT MANUFACTURERS & DELEGATES SOCIETY

Founded in 1938, the *NOMADS* is a non-profit organization that promotes the distribution of U.S. oil-field equipment and services to foreign markets. The group who's membership seeks to foster understanding and cooperation between the business community of the U.S. and foreign business entities and government officials meets once a month. **The next meeting, Thursday, March 18, features Pete Miller, President & CEO of National Oilwell Varco.** For more information on the *NOMADS* and how to become a member, go to: <http://www.nomadsintl.com>.

COAL EXPORT NEWS & TRENDS

Recognizing significant opportunities for U.S. companies, the U.S. Department of Commerce Energy Team has recently begun distributing a newsletter covering export opportunities in the coal industry. To receive a copy, please contact Shannon Fraser, at Shannon.Fraser@mail.doc.gov or 202-482-3609.

ENERGY TRADE LEADS

JORDAN: FEASIBILITY STUDY FOR OIL SHALES

The U.S. Trade & Development Agency granted \$ 310,000 for the Ministry of Energy and Mineral Resources to conduct a feasibility study on oil shales in Jordan. For more information, please visit: <http://www.ustda.gov/USTDA/FedBizOpps/fedbizopps.htm>.

ECUADOR: OIL DRILLING EQUIPMENT

Seeking U.S. suppliers in need of representation. Contact our office for details.

IRAQ: \$2 BILLION REFINERY PROJECT

Feasibility study and front-end engineering and design bids due April 1. Contact our office for details.

CANADA: HORIZON OIL SANDS PROJECT SEEKS CONTRACTORS

For a list of business opportunities, frequently asked questions, awarded contracts, and who to contact, please contact our office.

EVENTS

OFFSHORE TECHNOLOGY CONFERENCE '06

New Depths, New Horizons

Reliant Center, Houston

May 1-4

Once again, CS will be very active in supporting U.S. exporters at OTC. Our overseas posts are in the midst of recruiting foreign delegates. In 2005, 500 foreign buyers and representatives attended the show with the help of our organization. A ShowTime program of one-on-one private counseling session with our industry specialist from around the world is also being planned. The Industry Breakfast series, organized by the U.S. Dept. of Commerce will feature India, Australia and Arctic Russia. For information on the show, see <http://www.otcnet.org/2006/index.html>. Watch for more details on show opportunities for U.S. exporters or contact our office.



* A reception honoring delegates from the Middle East and N. Africa is being organized by the Bilateral U.S. -Arab Chamber. To learn more, please contact the Bilateral Chamber at 713-880-8168.

GLOBAL PETROLEUM SHOW

Calgary, Canada

June 13-15

****General exhibit space has been sold out but a limited number of booths are still available in the U.S. Pavilion.**** Pavilion participants receive:

- Exhibitor space in the pavilion
- A market briefing
- Four - six pre-arranged appointments
- U.S. Consulate hosted reception

Cost: \$3750. For further details see

<http://www.buyusa.gov/houston/globalpetroleumshow.html> or contact our office.

See *ENERGY TRADE LEADS* in for important information on Canadian company seeking U.S. contractors.

RIO OIL & GAS SHOW - 3 WAYS TO PARTICIPATE

Rio de Janeiro, Brazil

September 11-14

Target the largest oil & gas show in Latin America with the assistance of the U.S. Commercial Service in Rio de Janeiro. Three ways to participate:

- **Gold Key Service**
- **Featured U.S. Exporter Listing** on CS Brazil Website
- **Catalog / Product Literature Center**

For further details, please contact our office or Regina Cunha, CS Rio, at regina.cunha@mail.doc.gov.